

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Cinemas – Krishna District – Permission for enhancement of rates of admission in three (3) Screens of M/s INOX Leisure Limited, Urvashi Theatre Complex, Gandhinagar, Vijayawada- Accorded - Orders – Issued.

HOME(GENL.A) DEPARTMENT

G.O.Ms.No. 7

Dated: 23-01-2014

Read the following:-

1. G.O.Ms.No.424, Home (Genl.A) Department, dt.15-10-2009.
2. From the Chief Executive Officer, INOX Leisure Ltd., Vijayawada, Lr. dt:18-10-2011.
3. Government Memo.No.31352 /Genl.A/A.2/13, Dated:01-11-2011
4. From the Collector & District Magistrate, Krishna District Lr.Rc C2/873/M/2011,Dated: 22-07-2013.

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In the reference 1st cited above, Government have fixed the rates of admission @ Rs.100/- for single Class for three (3)Screens in M/s Inox Leisure Limited, Urvashi Theatre Complex, Gandhinagar, Vijayawada.

2. In the reference 2nd read above, the Authorized Signatory of M/s Inox Leisure Limited, Urvashi Theatre Complex, Gandhinagar, Vijayawada, filed a representation before the Government requesting for increase of rates of admission in their Multiplex, saying that during the last two years high inflation has led to increase in staff salaries, and costs of lighting and air-conditioning. Furthermore due to hike in diesel and electricity rates, maintenance charges have also increased. They have also upgraded the sound system in the Multiplex Theatres and replaced all HT switchgears (Oil circuit breakers) with modern VCB (Vacuum Circuit Breakers) thus increasing safety and power reliability.

3. In the reference 3rd read above, the District Collector and Magistrate, Krishna District was requested to examine the request of the management of M/s Inox Leisure Limited, Urvashi Theatre Complex, Gandhinagar, Vijayawada and to send his detailed report in the matter to Government.

4. In the reference 4th read above, the District Collector and Magistrate, Krishna District has reported that the Authorized Signatory of M/s Inox Leisure Limited, Urvashi Theatre Complex, Gandhinagar, Vijayawada has requested for enhancement of rates of admission in their Multiplex Theatre and accordingly the Revenue Divisional Officer, Vijayawada was instructed to conduct an enquiry and report in the matter. The Revenue Divisional Officer, Vijayawada, after inspecting all the three (3) Screens of the Multiplex, has furnished his report on 15-12-2012. Based on his report, the Collector and District Magistrate, Krishna has suggested that the rates of admission be limited to Rs.100/- for regular movies and Rs.125/- for 3D movies in Inox Leisure Limited, Urvashi Theatre Complex, Gandhinagar, Vijayawada.

5. After comparing the rates allowed for similar theatre in Vijayawada town and in view of the up gradation of sound system and provision of power safety measures, the Government hereby accord permission to enhance the rates of admission from Rs.100/- to Rs.125/- for regular movies and Rs.140/- for 3D movies for the three (3) Screens in M/s. Inox Leisure Limited, Urvashi Theatre Complex, Gandhinagar, Vijayawada, in exercise of the powers conferred under Section 12 of Andhra Pradesh Cinemas (Regulation) Act.1955 and clause (C) of Sub-rule (3) of rule 11(B) of the Andhra Pradesh Cinemas (Regulation) Rules, 1970.

6. The enhancement of the rates of admission granted at para (5) above is subject to the conditions laid down in the Annexure to this order being strictly fulfilled by the Management of M/s. Inox Leisure Limited, Urvashi Theatre Complex, Gandhinagar,Vijayawada. Failure to do so will result in appropriate penal action to be taken by the Licensing Authority.

(p.t.o.)

The Collector and District Magistrate, Krishna shall take necessary further action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**PRABHAKAR D. THOMAS,
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To
The District Collector, Krishna at Machilipatnam.
The Joint Collector & Licensing Authority, Krishna District.
Copy to
The C.E.O, Inox Leisure Limited, Vijayawada.
The P.S. to Spl. Chief Secretary to Government,
Home Department.
The P.S. to Minister for I&PR and Cinematography,
A.P. Secretariat, Hyderabad.

//FORWARDED :: BY ORDER//

SECTION OFFICER

ANNEXURE
CONDITIONS FOR MULTIPLEXES

- (a) The CCTV system shall be maintained without any interruption.
- (b) Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.
- (c) The patrons shall be provided with lifts/escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

- (i) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.
- (ii) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces.
- (iii) The corridors, area earmarked for lobby and parking for the use of cine-goers should not be let out for any commercial or other purpose.
- (iv) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.
- (v) Emergency evacuation plan shall be drawn and got approved by the licensing authority within one month. (Uphaar theatre- Hon'ble Supreme Court Directions)
- (vi) A short documentary shall be screened during every show showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre – Hon'ble Supreme Court Directions).
- (vii) The staff/ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once in every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).
- (viii) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).
- (ix) The emergency department telephone nos. of nearest Hospitals, Police Station and Fire Department shall be displayed in every show.
- (x) The Management should facilitate periodical inspection by the Fire Officer concerned.
- (xi) The Management should obtain insurance coverage for all the employees and audience/visitors/vendors.
- (xii) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.
- (xiii) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

- (xiv) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.
- (xv) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.
- (xvi) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles or safety.
- (xvii) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.
- (xviii) There should be smooth finish in the space between the road and Entry/Exit of the Mall.
- (xix) Toilets should be clean and hygienically maintained, Adequate Number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with cold running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers, Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.
- (xx) The rates of food items, snacks and beverages sold in the premises shall at reasonable rates and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.
- (xxi) Air conditioners should be maintained in a proper conditions and if found not working severe penalty will be imposed.
- (xxii) Fresh and clean drinking water must be provided for the patrons.
- (xxiii) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.
- (xxiv) There should be smooth finish in the space between the road and Entry/Exit of the Mall.